In addition to the expectation of generating a steady stream of “Wows” from attendees, the exhibit hall at the 2017 Chicago Dental Society Midwinter Meeting also will generate a stream of C.E. credit.

In acknowledgement of the importance of keeping pace with the industry’s never-ending advancements in instruments, tools, techniques, products and services, the Chicago Dental Society again this year will give Midwinter Meeting attendees the opportunity to earn one C.E. credit per day simply by examining the myriad offerings in the meeting’s expansive exhibit hall.

More than 700 exhibiting companies and organizations are expected at this year’s meeting, which runs from Feb. 23–25 at McCormick Place West in Chicago. The exhibits will be open on all three days of the meeting, from 9 a.m. to 5:30 p.m. on Thursday and Friday and from 9 a.m. to 4 p.m. on Saturday.

Signs posted in the exhibit hall (near the Overlook Cafe) will display each day’s C.E. code, which becomes active three hours after the exhibits open each day. Attendees enter that day’s C.E. code when completing a C.E. verification form.

Visitors to the exhibit hall will be able to experience hands-on introductions to an array of equipment and materials, meet with representatives knowledgeable about the offerings and learn more about dentistry’s latest state-of-the-art advancements.

This will be the venerable annual meeting’s 152nd year. In addition to featuring an expansive exhibit hall, the meeting will be anchored by a scientific program featuring more than 140 speakers and 225 courses. More than half of the courses are free.

Leadership theme

The theme of this year’s meeting is “Leadership: Cornerstone for Success.” Each day of the meeting will feature an all-day track devoted to one topic. Midwinter